

Centennial College - “Draw Out Your Future”



CENTENNIAL
COLLEGE

Draw out your future.

CentennialCollege.ca

School of Communications, Media and Design

Art + Design – Broadcasting and Film – Fine Arts Studio
Game Art and Design – Advertising – Journalism
Digital Animation – Graphic Design

Watch: <http://bit.ly/1S8jo6C>

<u>VIDEO</u>	<u>AUDIO</u>
MCU OF CHILD PAINTING. CAMERA BEGINS TO SPIN AROUND HIM.	MUSIC: SIMPLE PIANO RIFT
MCU AS EASTLE AND ARTWORK BLOCK CAMERA, CHILD CHANGES INTO A YOUNG MAN.	
CUT TO MS OF TEACHER.	TEACHER: “Are you still with us Mike?”
MCU CUT BACK TO YOUNG MAN (MIKE).	MIKE: “YEP“
CUT BACK TO TEACHER.	TEACHER: “Let me show you some tricks.”
CUT TO LONG SHOT OF ROOM. FADE TO WHITE.	
SUPER OF CENTENNIAL LOGO AND TAG “Draw Out Your Future“	MUSIC: PIANO RIFT FADES OUT

Jocks Sports - Spring Sale Mock Radio

Listen: <http://bit.ly/1ACAtRQ>

Length: 30 sec.

ANNCR: [SFX: wind, children screaming with joy]
Remember playing hockey on your own
ice rink?

ANNCR: [SFX: more joyful screams] The laughter, the
excitement, and the hot chocolate?

ANNCR: [SFX: screaming stops as a “woosh” sound
comes in and thumps] Then that one time the
puck hit you straight in the face?

ANNCR: Thankfully you were wearing your hockey
mask.

ANNCR: Now till the end of April all our hockey
protection pads are on sale 50% off.

ANNCR: After all the season will return soon and we
both know you need that hockey mask if you're
going to protect your families honor.

ANNCR: Come on down to Jocks Sports today, we're on
the corner of Victoria Park and Kingston Road.

GEOS Languages Plus Facebook Socials



GEOS Toronto

- » 1,332 Page Likes **+10.32%**
- » 1,624 Page Engagement
- » 1,297 Page Reach

GEOS Main

- » 25,322 Page Likes **+4.56%**
- » 504 Page Engagement
- » 844 Page Reach



Teenagers Abroad

- » 287 Page Likes **+9.96%**
- » 327 Page Engagement
- » 251 Page Reach

Languages Abroad

- » 453 Page Likes **+14.97%**
- » 223 Page Engagement
- » 331 Page Reach

Mobile X Summer Edition: What is Bitcoin?

THE BIG THREE - MOBILE PAYMENT

BITCOIN CRYPTOCURRENCY

WHAT IS BITCOIN?

To understand Bitcoin, you'll need to re-imagine traditional currency. Bitcoin is unlike our Loonies and Toonies. Instead, it's a global digital payment system not too different than most credit cards.

The difference is that Bitcoin secures transactions using a network of decentralized personal computers whereas the others require their own processing hardware and or software. The key is that Bitcoin has no single controller like the Federal Reserve, but is collectively controlled by Bitcoin owners.

HOW DOES BITCOIN WORK?

Bitcoin works like any other digital transaction: Users have a balance in their digital wallet. To use the Bitcoin balance, users simply send a payment to another Bitcoin address. The address can belong to a retailer, or another Bitcoin user. The transaction is processed by the Bitcoin network through a process called "mining."

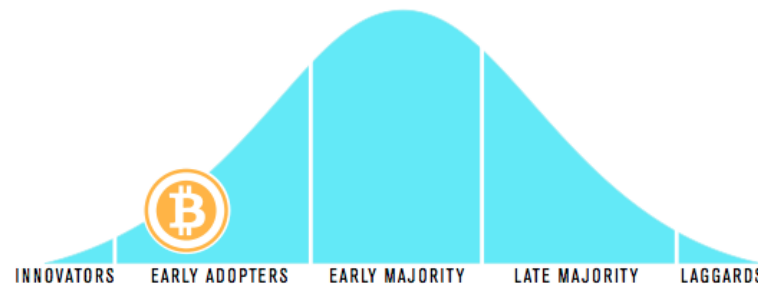
The mining process looks to first and foremost verify that the sender has the appropriate funds and the receiver gets the exact payment.

In other words, mining is near instantaneous and is a method that helps reduce fraud and double spending. For more on the Bitcoin process, please see diagram on the next page.

Bitcoin excels in the freedom it offers users and the ease of use. Whereas credit cards or other online payment processors will require personal information, all Bitcoin requires is a wallet address. Additionally, there are no fees to use Bitcoin whereas credit cards will take a percentage or flat rate on every transaction for providing the service.

ADOPTION

Bitcoin adoption is slowly creeping closer to the Early Majority phase. Currently the Bitcoin market capitalization is sitting at \$7.4 Billion dollars (USD) and is only expected to grow as more retailers and service providers accept it as a form of payment.



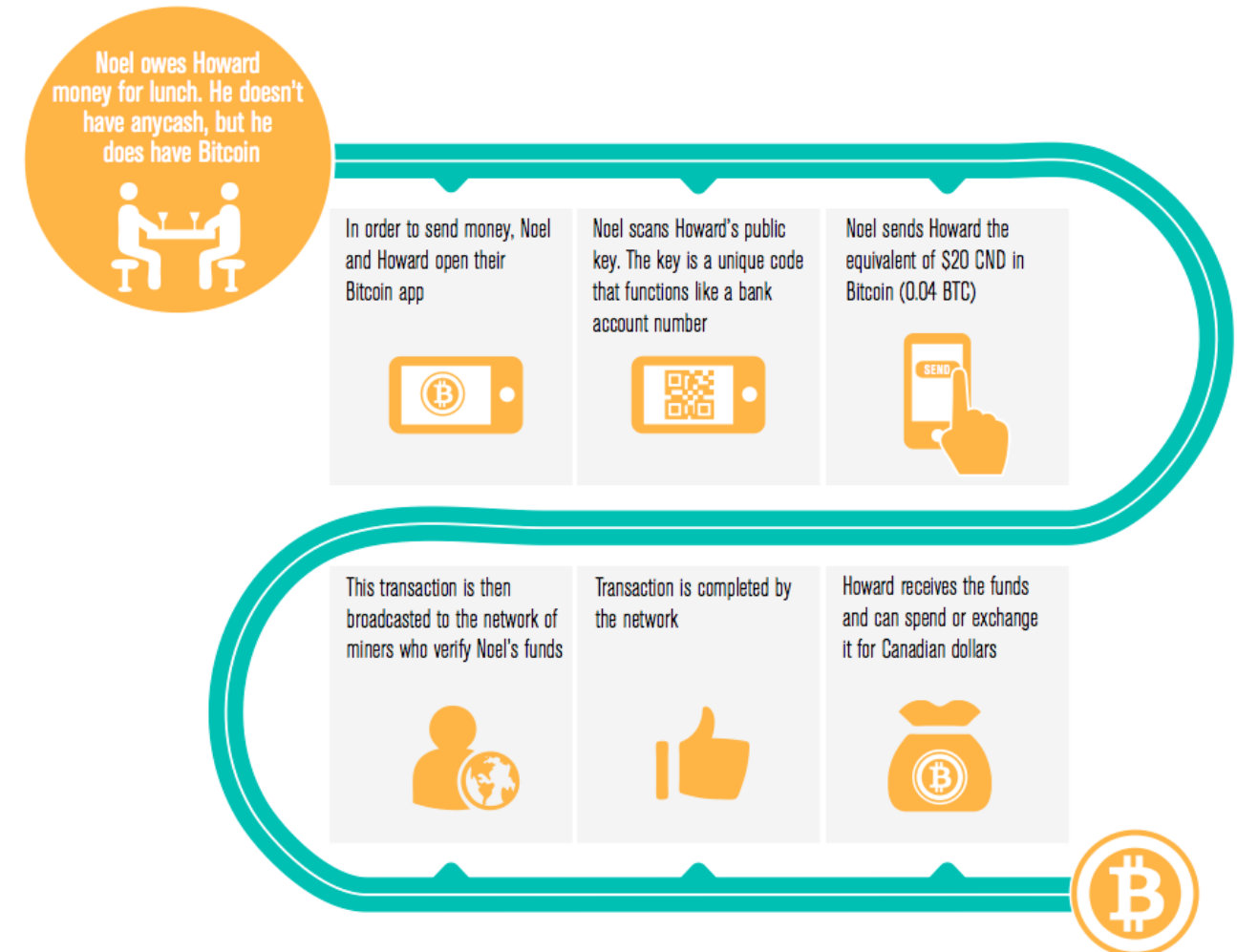
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Brief

- » The Mobile X report is an annual publication from Plastic Mobile about the recent trends in the mobile space in several sections. These pages are from the fall 2015 issue (August 26th).

THE BIG THREE - MOBILE PAYMENT

HOW BITCOIN WORKS



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Result

- » Include a section on Bitcoin a cryptocurrency that has no official issuer and is completely secure for peer to peer payments; and of course explain it in plain english!

Tassimo - Make Your Toaster Jealous Mock Print

**MAKE YOUR TOASTER
JEALOUS**



Brief

- » Promote Tassimos unique identity and functionality.

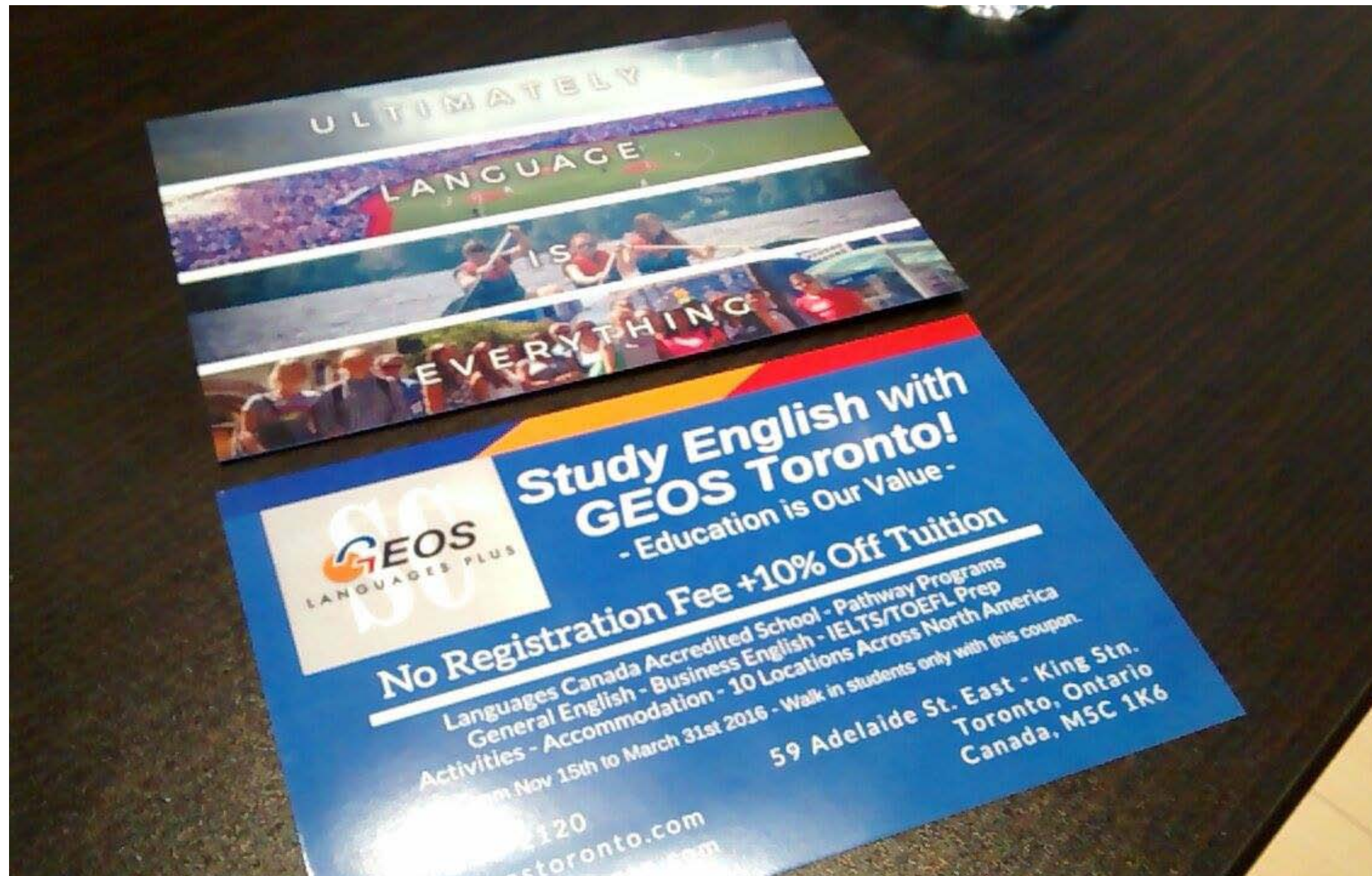
Idea

- » Make your other appliances jealous you're using the Tassimo brewer more.

Campaign Abstract

- » Various headlines across different media about how other appliances will envy the Tassimo brewer.
- » TV commercial would show more of the design elements of the brewer while a kettle, stove-top espresso brewer, and coffee grinder all fade out of existence.
- » Generally show off the Tassimo brewer as the go to appliance for hot drinks so much so you won't need anything else.

GEOS Languages Plus Direct Mail



Brief

- » Create a postcard sized mailer to promote the school.

Result

- » A simple quad-image layout with the headline “Ultimately Language Is Everything” featuring our students out exploring the city. The reverse had the promo and school info.